

Welcome to DIALOG
Status: Connected

Dialog level 02.12.60D

Last logoff: 02apr03 16:45:48
Logon file405 02apr03 17:22:22
KWIC is set to 50.

HIGHLIGHT set on as '*'.

COREDBS is set ON as an alias for 15, 9, 610, 810, 275, 476, 624, 636, 621, 613, 813, 16, 160, 634, 1
48, 20, 77, 35, 583, 65, 2, 233, 99, 474, 475, 256.
SUBCL14 is set ON as an alias for 635, 570, PAPERSMJ, PAPERSEU.
SUBCL28 is set ON as an alias for 6, 7, 8, 14, 34, 94, 434.
SUBCL35 is set ON as an alias for 139, 267, 268, 625, 626.
SUBCL2NODRUG is set ON as an alias for 442, 149, 43, 444, 5, 73, 155, 34, 434.
* * * *

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.8 term=ASCII

*** DIALOG HOMEBASE (SM) Main Menu ***

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?b coredbs,subcl14

?ds

Set	Items	Description
S1	153	((IMAGE? ? OR PICTURE? ?) (3N) (CUSTOMER? ? OR CONSUMER? ? OR USER? ? OR VIEWER? ? OR AUDIENCE)) (S) ((TARGET??? OR PERSONAL-???? OR OPTIM????) (3N) (ADVERTI?????? OR ADS))
S2	96	RD (unique items)
S3	65	S2 NOT (PY>=2000 OR PD>=19991021)
S4	4	S3 AND (BIOMETRIC OR PHYSICAL) (5N) (CUSTOMER? ? OR CONSUMER? ? OR USER? ? OR VIEWER? ? OR AUDIENCE)
S5	0	(S3 NOT S4) AND (IMAGE(W) (RECOGNITION OR ANALYSIS))
S6	61	S3 NOT S4

Litting nxt shrt

t/3/all

4/3/1 (Item 1 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01763734 04-14725

**Brand positioning through advertising in Asia, North America, and Europe:
The role of global consumer culture**

Alden, Dana L; Steenkamp, Jan-Benedict E M; Batra, Rajeev

Journal of Marketing v63n1 PP: 75-87 Jan 1999

ISSN: 0022-2429 JRNLD CODE: JMK

WORD COUNT: 10437

4/3/2 (Item 2 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01383695 00-34682

**Man to man: A content analysis of sole-male images in male-audience
magazines**

Kolbe, Richard H; Albanese, Paul J

Journal of Advertising v25n4 PP: 1-20 Winter 1996

ISSN: 0091-3367 JRNLD CODE: JOA

WORD COUNT: 8762

4/3/3 (Item 3 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00728453 93-77674

Marketplace Lodging Needs of Mature Travelers

Ananth, Mangala; DeMicco, Frederick J.; Moreo, Patrick J.; Howey, Richard
M.

Cornell Hotel & Restaurant Administration Quarterly v33n4 PP: 12-24 Aug
1992

ISSN: 0010-8804 JRNLD CODE: CHR

WORD COUNT: 6968

4/3/4 (Item 4 from file: 15)

DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00658238 93-07459

**Marketing Product Innovations to the Elderly: Understanding the Barriers to
Adoption**

Lunsford, Dale A.; Burnett, Melissa S.

Journal of Consumer Marketing v9n4 PP: 53-63 Fall 1992

ISSN: 0736-3761 JRNLD CODE: JCK

WORD COUNT: 4569

?t/3/all

6/3/1 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01808183 04-59174
"Fast, fun and friendly" image
Anonymous
Home Textiles Today v20n32 PP: 102 Apr 12, 1999
ISSN: 0195-3184 JRNL CODE: CHTT

6/3/2 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01721413 03-72403
Friedland Jacobs picks up TVN
Kelly, Jane Irene
Adweek (Western Edition) v48n42 PP: 10 Oct 19, 1998
ISSN: 0199-4743 JRNL CODE: AWA
WORD COUNT: 208

6/3/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01607672 02-58661
Putting it in print
Holleran, Joan
Beverage Industry v89n3 PP: 30 Mar 1998
ISSN: 0148-6187 JRNL CODE: BEVI
WORD COUNT: 778

6/3/4 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01555205 02-06194
Loopholes and lapses in the "1997 Tobacco Agreement": Some devils in the marketing details
Goldberg, Marvin E; Kozlowski, Lynn T
Journal of Public Policy & Marketing v16n2 PP: 345-351 Fall 1997
ISSN: 0743-9156 JRNL CODE: JMP
WORD COUNT: 6330

6/3/5 (Item 5 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01552527 02-03516
Direct marketing advertising: The assents, the dissents, and the ambivalents
Korgaonkar, Pradeep K; Karson, Eric J; Akaah, Ishmael
Journal of Advertising Research v37n5 PP: 41-55 Sep/Oct 1997
ISSN: 0021-8499 JRNL CODE: ADR
WORD COUNT: 6290

6/3/6 (Item 6 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01404000 00054987
Film critics: Influencers or predictors?

Eliashberg, Jehoshua; Shaviv, Steven M
Journal of Marketing v61n2 PP: 68-78 Apr 1997
ISSN: 0022-2429 JRNLD CODE: JMK
WORD COUNT: 7799

6/3/7 (Item 7 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00816150 94-65542
Negative political advertising and voting intent: The role of involvement and alternative information sources
Faber, Ronald J; Tims, Albert R; Schmitt, Kay G
Journal of Advertising v22n4 PP: 67-76 Dec 1993
ISSN: 0091-3367 JRNLD CODE: JOA
WORD COUNT: 6125

6/3/8 (Item 8 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00812362 94-61754
The medium and the message
Anonymous
Direct Marketing v56n9 PP: 27-31 Jan 1994
ISSN: 0012-3188 JRNLD CODE: DIM
WORD COUNT: 2116

6/3/9 (Item 9 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00561575 91-35930
Social Comparison and the Idealized Images of Advertising
Richins, Marsha L.
Journal of Consumer Research v18n1 PP: 71-83 Jun 1991
ISSN: 0093-5301 JRNLD CODE: JCR

6/3/10 (Item 10 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00218945 83-30506
A Buyer's Guide to Direct Response Space Advertising
Green, Lisa
Direct Marketing v46n6 PP: 176, 178 Oct 1983
ISSN: 0012-3188 JRNLD CODE: DIM

6/3/11 (Item 11 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00160403 82-01964
National Magazines Zero in on Affluent
Anonymous
Savings & Loan News v102n12 PP: 76-77 Dec 1981
ISSN: 0036-5114 JRNLD CODE: SLN

6/3/12 (Item 12 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00133673 81-03444

When Doing Consumer Research, Get Response to Words & Pictures

Anonymous

Marketing News v14n14 PP: 31 Jan 9, 1981

ISSN: 0025-3790 JRNL CODE: MNW

6/3/13 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2003 Resp. DB Svcs. All rts. reserv.

02481654 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Kids, Teens To Spend \$1.3 Bil Online in 2002

(Teenagers will make up \$1.2 billion of the e-commerce market in 2002,
while kids ages 5 to 12 will account for about \$100 mil)

Newsbytes News Network, p N/A

June 07, 1999

DOCUMENT TYPE: Journal; Survey (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 474

6/3/14 (Item 2 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2003 Resp. DB Svcs. All rts. reserv.

02291938 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Bridgestone/Firestone Off Road Drives Emotional Pitch

(Bridgestone/Firestone Off Road Tire launches ad campaign in
business-to-business magazines)

Brandweek, v XXXIX, n 41, p 14

November 02, 1998

DOCUMENT TYPE: Journal; News Brief ISSN: 1064-4318 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 112

6/3/15 (Item 3 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2003 Resp. DB Svcs. All rts. reserv.

02280969 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Friedland Jacobs Picks Up TVN

(TVN Entertainment Corp awards \$5 mil ad account to Friedland Jacobs
Communications)

AdWeek West, v 48, n 42, p 10

October 19, 1998

DOCUMENT TYPE: Journal ISSN: 0199-4743 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 218

8

6/3/16 (Item 4 from file: 9)

DIALOG(R)File 9:Business & Industry(R)

(c) 2003 Resp. DB Svcs. All rts. reserv.

01289676 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Survey of the Radio Industry (7): The personal touch - While listener
awareness is hard to assess, many see radio as good value for money / The
advertiser's view, recognition of the medium's advantages is growing
(Network package deals are also now available to promote advertising on
radio)

Financial Times London Edition, p 37

September 20, 1995

DOCUMENT TYPE: Business Newspaper ISSN: 0307-1766 (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 722

6/3/17 (Item 5 from file: 9)

DIALOG(R)File 9:Business & Industry(R)
(c) 2003 Resp. DB Svcs. All rts. reserv.

01051990 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Desktop GIS Mapping Moving To PCs

(Geographic information systems revenues will exceed \$514 mil in 1994;
PC-based desktop mapping segment is worth \$150 mil)

Newsbytes News Network, p N/A

September 14, 1994

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 649

6/3/18 (Item 1 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2003 Business Wire. All rts. reserv.

00119894 19991014287B1031 (USE FORMAT 7 FOR FULLTEXT)

ImageX.com Launches Fourth Quarter National Marketing Push; Intensified Marketing Activity to Support National Expansion

Business Wire

Thursday, October 14, 1999 06:02 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 782

6/3/19 (Item 1 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou. (R)

(c) 2003 The Gale Group. All rts. reserv.

01810417 Supplier Number: 53896280 (USE FORMAT 7 FOR FULLTEXT)

Tegu Software Ships PicServe 1.2 for Six Server Platforms.

Business Wire, p0084

Feb 17, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 367

6/3/20 (Item 2 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou. (R)

(c) 2003 The Gale Group. All rts. reserv.

01515790 Supplier Number: 47283102 (USE FORMAT 7 FOR FULLTEXT)

Targeted Internet Marketing Research Now Available Through Audits & Surveys Worldwide and CyberGold

PR Newswire, p0408NYTU021

April 8, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 602

6/3/21 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

05922975 Supplier Number: 53158869 (USE FORMAT 7 FOR FULLTEXT)

Friedland Jacobs Picks Up TVN.((Friedland Jacobs Communications received TVN Entertainment Corp. account))(Brief Article)

Teresa, Jane Irene; Buyikian Kelly

ADWEEK Western Advertising News, p10(1)

Oct 19, 1998

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 208

6/3/22 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

05565084 Supplier Number: 48429582
Motorola seeks lift with new TV ads.
Williams, Elisa
Chicago Tribune (IL) (National Edition), p3:1
April 17, 1998
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

6/3/23 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

02989440 Supplier Number: 44054114
Press, posters, video in big Martell boost
Off Licence News, p9
August 26, 1993
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

6/3/24 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

02776932 Supplier Number: 43724594 (USE FORMAT 7 FOR FULLTEXT)
Sit 'n Sleep's Millers Take to the Air Waves
HFD-The Weekly Home Furnishings Newspaper, v0, n0, p24
March 22, 1993
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 982

6/3/25 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

02423166 Supplier Number: 43190517 (USE FORMAT 7 FOR FULLTEXT)
Overview of the Antiperspirant Market: Technology and Trends
Paperboard Packaging, p40
August, 1992
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 3014

6/3/26 (Item 6 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

02292890 Supplier Number: 42999371
'Boring' work sparks unusual print tie-in
Bank Advertising News, v16, n37, p7
May 18, 1992
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

6/3/27 (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

01383540 Supplier Num: 41644643
Subtle sell gets pc dealers thinking
Direct, v2, n22, p40
Nov, 1990
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

6/3/28 (Item 8 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2003 The Gale Group. All rts. reserv.

01122211 Supplier Number: 41265752
Riunite Wine Isn't Afraid to Buck The Trends and Target the Young
The Wall Street Journal, pB6
April 4, 1990
Language: English Record Type: Abstract
Document Type: Newspaper; General Trade

6/3/29 (Item 1 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01941801
Want to stand out from the competition: Be funny
Healthcare Marketing Report June, 1988 p. 1-4
ISSN: 0741-9368

6/3/30 (Item 2 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01778287
Target paints bull's-eye on its chief competitors
Commercial Appeal (Memphis, TN) September 19, 1987 p. B;7
ISSN: 0745-4856

6/3/31 (Item 3 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01581126
Kodak looks at big picture.
ADVERTISING AGE March 9, 1987 p. 911

6/3/32 (Item 4 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01052883
Apple to ad-tack IBM.
Advertising Age July 9, 1984 p. 2,641

6/3/33 (Item 5 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)
(c) 1999 The Gale Group. All rts. reserv.

01006272
Your restaurant's image: more than a sum of its parts.
NRA News February, 1984 p. 6-91

6/3/34 (Item 6 from file: 160)
DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00901402

Professional market research is vital to turning around problem stores because it obtains information from shoppers, which can be used to identify weak points and create strategies for improved sales.

Supermarket Business April, 1983 p. 13,14+1

6/3/35 (Item 7 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00870517

Using the classified ad staff to sell ROP ads will produce extra revenue, according to B Klein of Milwaukee Journal and Sentinel and E Anderson of Assn of Classified Advertising Managers, at the 130th Intnl Newspaper Advertising and marketing Executives sales conference in Las Vegas.

Editor & Publisher February 5, 1983 p. 12,131

6/3/36 (Item 8 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00754680

Financial institutions should establish an independent identity in their advertising and marketing, rather than attempt to compete on a product-by-product basis, D Packard, VP-dir of research, McCann-Erickson, told a Chicago Financial Advisors monthly meeting.

Advertising Age December 7, 1981 p. 38M1

6/3/37 (Item 9 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00623753

Firestone's new 721 radial passenger tire will be launched with a new \$10 mil national TV ad blitz, the most intensive TV blitz for the firm.

Rubber & Plastics News II March 9, 1981 p. 81

6/3/38 (Item 1 from file: 634)

DIALOG(R)File 634:San Jose Mercury

(c) 2003 San Jose Mercury News. All rts. reserv.

08647076

TEST YOUR NERDINESS

San Jose Mercury News (SJ) - Sunday, May 26, 1996

By: Mercury News Staff Report

Edition: Morning Final Section: Business Page: 1E

Word Count: 1,701

PLTM 'N P
F N P
F N P

6/3/39 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c) 2003 The Gale Group. All rts. reserv.

08753825 SUPPLIER NUMBER: 18372760 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Amigo gets help from its friends. (Cantel Inc.'s Amigo cellular telephone)

Egol, Len

Direct, v8, n6, p53(1)

May, 1996

ISSN: 1046-4174

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1041

LINE COUNT: 00084

6/3/40 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rts. reserv.

06416878 SUPPLIER NUMBER: 13549142 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Sit'n Sleep's Millers take to the air waves. (Phil and Larry
Miller) (includes related article)
Schancupp, Pam
HFD-The Weekly Home Furnishings Newspaper, v67, n12, p24(1)
March 22, 1993
ISSN: 0746-7885 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 841 LINE COUNT: 00064

6/3/41 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rts. reserv.

06119277 SUPPLIER NUMBER: 12515674 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Overview of the antiperspirant market: technology and trends.
Abrutyn, E.S.; Bahr, B.C.; Fuson, S.M.
Drug & Cosmetic Industry, v151, n2, p40(7)
August, 1992
ISSN: 0012-6527 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 3169 LINE COUNT: 00273

6/3/42 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rts. reserv.

05539781 SUPPLIER NUMBER: 11649341 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Value-expressive versus utilitarian advertising appeals: when and why to
use which appeal.
Johar, J.S.; Sirgy, M. Joseph
Journal of Advertising, v20, n3, p23(11)
Sept, 1991
ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 6950 LINE COUNT: 00610

6/3/43 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rts. reserv.

04872651 SUPPLIER NUMBER: 09601175 (USE FORMAT 7 OR 9 FOR FULL TEXT)
When consumer behavior goes bad: an investigation of adolescent
shoplifting.
Cox, Dena; Cox, Anthony D.; Moschis, George P.
Journal of Consumer Research, v17, n2, p149(11)
Sept, 1990
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 8159 LINE COUNT: 00690

6/3/44 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2003 The Gale Group. All rts. reserv.

03935367 SUPPLIER NUMBER: 07575945 (USE FORMAT 7 OR 9 FOR FULL TEXT)
How Hartmarx plans to recapture its youth. (company profile)
Stern, Aimee L.
Adweek's Marketing Week, v30, n18, p34(2)
May 1, 1989
DOCUMENT TYPE: company profile ISSN: 0892-8274 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT
WORD COUNT: 1453 LINE COUNT: 00109

6/3/45 (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2003 The Dialog Corp. All rts. reserv.

07829739 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Accountability in advertising
KOREA HERALD
October 20, 1999
JOURNAL CODE: FKHD LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 829

6/3/46 (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2003 The Dialog Corp. All rts. reserv.

01632590 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Agfa Announces Agreement to Distribute PhotoSpin Royalty-Free Digital Images World Wide
BUSINESS WIRE
May 13, 1998 8:23
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 868

6/3/47 (Item 1 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

1015357 99-78487
A big boost for air time at Ontario Airport hopes cable TV commercials will attract passengers from wider area to its new terminals
McAuliffe, Don
Press Enterprise-Riverside CA (Riverside, CA, US) pF.05
PUBL DATE: 981203
WORD COUNT: 568
DATELINE: Ontario, CA, US, Pacific

6/3/48 (Item 2 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0832342 97-92681
Advertisers sitting pretty on arresting restroom billboards
Barrett, Larry
Business Journal-San Jose (San Jose, CA, US), V15 N11 p1
PUBL DATE: 970714
WORD COUNT: 842
DATELINE: San Jose, CA, US, Pacific

6/3/49 (Item 3 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0447510 94-00305
Recruitment ad firm is much-wanted
Rauber, Chris
San Francisco Business Times (San Francisco, CA, US), V8 N9 s3 p25A
PUBL DATE: 931029
WORD COUNT: 571
DATELINE: Oakland, CA, US

6/3/50 (Item 4 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0443826 93-96455

Lack of work sends big agencies scurrying after smaller potatoes

Ginsberg, Steve

The Los Angeles Business Journal (Los Angeles, CA, US), V15 N42 s1 p20

PUBL DATE: 931018

WORD COUNT: 833

DATELINE: Los Angeles, CA, US

6/3/51 (Item 5 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

0266627 92-12943

Diversity in Style: Nordstrom Is Fashioning a New Look That Includes People of Color

Gupta, Himanee

The Seattle Times (Seattle, WA, US) sE p1

PUBL DATE: 920119

WORD COUNT: 1,387

DATELINE: Seattle, WA, US

6/3/52 (Item 1 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2003 The Gale Group. All rts. reserv.

01313531 Supplier Number: 43284550

Adray's Is Surviving Superstore Invasion

TWICE, v7, n20, p8-10

Sept 7, 1992

ISSN: 0892-7278

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

6/3/53 (Item 2 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

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01093626 Supplier Number: 41187754

Polaroid's Spectra Targets the Practical-Minded With a New Pitch

Adweek's Marketing Week, v31, n9, p5

Feb 26, 1990

ISSN: 0892-8274

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

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DIALOG(R)File 570:Gale Group MARS(R)

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01073283 Supplier Number: 40974205

As A Generation Rediscovers The Burbs, Madison Ave Follows

ADWEEK Eastern Edition, v30, n41, p26-27

Oct 9, 1989

ISSN: 0199-2864

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

6/3/55 (Item 4 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

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01039411 Supplier Number: 40634511

Get accurate views from consumers by giving them the VIP treatment

Marketing News, v23, n1, p34

Jan 2, 1989
ISSN: 0025-3790
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

6/3/56 (Item 5 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
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00031502 Supplier Number: 48151180
Sunoco's new energy ads get personality.
Adams, Liz
Marketing Magazine, p2
Dec 1, 1997
ISSN: 1196-4650
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

6/3/57 (Item 1 from file: 494)
DIALOG(R)File 494:St LouisPost-Dispatch
(c) 2003 St Louis Post-Dispatch. All rts. reserv.

09841144
IF YOU OWN A MAILBOX YOU SHOULD READ THIS MORE AND MORE COMPANIES ARE REACHING THEIR CUSTOMERS THROUGH DIRECT MAIL ON TARGET SALES
St. Louis Post Dispatch (SL) - Monday, December 7, 1998
By: Christopher Carey
Of The Post-Dispatch
Edition: FIVE STAR LIFT Section: BUSINESS PLUS Page: 1
Word Count: 1,539

6/3/58 (Item 1 from file: 702)
DIALOG(R)File 702:Miami Herald
(c) 2003 The Miami Herald Publishing Co. All rts. reserv.

04012986
WHAT THEIR ADS TRY TO DO
Miami Herald (MH) - MON FEB 16 1987
By: JOAN CHRISOS Herald Columnist
Edition: FINAL Section: BUSINESS Page: 13BM
Word Count: 415

6/3/59 (Item 1 from file: 704)
DIALOG(R)File 704:(Portland)The Oregonian
(c) 2003 The Oregonian. All rts. reserv.

05569012
REACHING READER-CONSUMERS
OREGONIAN (PO) - SATURDAY March 10, 1990
By: HELEN L. MERSHON - of the Oregonian Staff
Edition: FOURTH Section: LIVING Page: C04
Word Count: 820

6/3/60 (Item 2 from file: 704)
DIALOG(R)File 704:(Portland)The Oregonian
(c) 2003 The Oregonian. All rts. reserv.

05311036
SUPERMARKETS IN THE 21ST CENTURY
OREGONIAN (PO) - TUESDAY November 7, 1989
By: ESTHER SHAPIRO - Knight-Ridder News Service
Edition: FOURTH Section: Foodday Page: FD13 OP
Word Count: 484

6/3/61 (Item 1 from file: 714)
DIALOG(R) File 714:(Baltimore) The Sun
(c) 2003 Baltimore Sun. All rts. reserv.

06534048

NORDSTROM'S NEW LOOK WORK FORCE INCLUDES MORE NON-WHITES.

BALTIMORE EVENING SUN (BS) - Monday, February 3, 1992

By: Himanee Gupta Seattle Times

Edition: Final Section: Financial Page: E1

Word Count: 911